1. 160 218
2. NEVER OUTSHINE THE MASTER
3. NEVER PUT TOO MUCH TRUST IN FRIENDS, LEARN HOW TO USE ENEMIES
4. CONCEAL YOUR INTENTIONS
5. ALVVAYS SAY LESS THAN NECESSARY
6. SO MUCH DEPENDS ON REPUTATION-—-GUARD IT WITH YOUR LIFE
7. COURT ATTENTION AT ALL COST
8. GET OTHERS TO DO THE WORK FOR YOU, BUT ALWAYS TAKE THE CREDIT
9. MAKE OTHER PEOPLE COME TO YOU—-USE BAIT IF NECESSARY
10. WIN THROUGH YOUR ACTIONS, NEVER THROUGH ARGUMENT
11. INFECTION: AVOID THE UNHAPPY AND UNLUCKY
12. LEARN TO KEEP PEOPLE DEPENDENT ON YOU
13. USE SELECTIVE HONESTY AND GENEROSITY TO DISARM YOUR VICTIM
14. WHEN ASKING FOR HELP, APPEAL TO PEOPLE’S SELFAINTEREST, NEVER TO THEIR MERCY OR GRATITUDE
15. POSE AS A FRIEND, WORK AS A SPY
16. CRUSH YOUR ENEMY TOTALLY
17. USE ABSENCE TO INCREASE RESPECT AND HONOR
18. KEEP OTHERS IN SUSPENDED TERROR: CULTIVATE AN AIR OF UNPREDICTABILITY
19. DO NOT BUILD FORTRESSES TO PROTECT YOURSELF—ISOLATION IS DANGEROUS
20. KNOW WHO YOU'RE DEALING WITH—DO NOT OFFEND THE WRONG PERSON
21. DO NOT COMMIT TO ANYONE
22. PLAY A SUCKER TO CATCH A SUCKER—--SEEM DUMBER THAN YOUR MARK
23. USE THE SURRENDER TACTIC: TRANSFORM WEAKNESS INTO POWER
24. CONCENTRATE YOUR FORCES
25. PLAY THE PERFECT COURTIER
26. RE-CREATE YOURSELF
27. KEEP YOUR HANDS CLEAN
28. PLAY ON PEOPLE'S NEED TO BELIEVE TO CREATE A CULTLIKE FOLLOWING
29. ENTER ACTION WITH BOLDNESS
30. PLAN ALL THE WAY TO THE END
31. MAKE YOUR ACCOMPLISHMENTS SEEM EFFORTLESS

32. CONTROL THE OPTIONS: GET OTHERS TO PLAY WITH THE CARDS YOU DEAL
33. PLAY TO PEOPLES FANTASIES
34. DISCOVER EACH MAN'S THUMBSCREW
35. BE ROYAL IN YOUR OWN FASHION: ACT LIKE A KING TO BE TREATED LIKE ONE
36. MASTER THE ART OF TIMING
37. DISDAIN THINGS YOU CANNOT HAVE: IGNORING THEM IS THE BEST REVENGE
38.